

AUGUST 2, 1896.

The Turn in the Tide of Merchandising.

The Famous Annual Closing Sale

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OF THE SEASON IN HOUSEWARE

Take place here on MONDAY.

to which thousands of our public flock in order to cart away the best store full of wares in the State at prices not dreamed of by any other house in America, takes place on Monday.



Every Article in the House Will Be Marked at Special Prices.

Where aislesways are crowded keep to the right. When possible please take small packages with you.

SHIRT-WAISTS.

At the opening of the store 400 Ladies' Shirt-Waists, the balance of the 5,000 we purchased. The cheapest in the lot was 60c; choice of any to-day, 25c.

See the 23 and 24 Dresden Silk Waists, at \$1.50 each.

COHEN'S GLOVE BUSINESS

THAT DOUBLED ITSELF IN FOUR MONTHS. YOU KNOW WHY? QUALITY ALWAYS GOOD, NO MATTER HOW CHEAP THE PRICE.

Clearing sale of 'em to-day: White and Natural Cambric, guaranteed to wash, the 30c kind, for 25c a pair.

4-Button Mocha Gloves, in Dark Tan, Steel, and Mode colors, a glove for general wear, driving, and bicycling, always retail for \$1.50; our price to-day, 48c a pair.

White Dress Kid Gloves, French stitching, the 12 1/2 size, for 75c a pair.

4-Button Black Dress Kid Gloves, 3 and 4 rows embroidery; our \$1.50 quality, to-day, 50c a pair.

4-Button Tan and Mode Dress Kid Gloves, embroidered or plain; our \$1.50 quality, to-day, 50c a pair.

16-Button White Suede, our \$2 quality, special to-day for \$1.39 a pair.

There's a satisfaction about the buying of

HOSIERY.

at our counter that is not met with anywhere. The quality must at all times be right; no matter how cheap they are sold to you.

9000 pairs of this kind of Ladies', Misses', and Boys' Hose are on sale to-day at half price, to close out the stock.

Ladies' Past-Black Seamless Hose, deep black shade, splendid weavers, usual 12 1/2 size, for 6-14c a pair.

Ladies' Past-Black Hose, Hermsdorf dye, high spliced heel and toe; the best ever sold for 17c a pair—12 1/2 size.

Ladies' Past-Black Hose, silk finished, double foot, cost 25c to import, for 12c a pair.

Ladies' Past-Black Hose, plain or drop stitch, French style, full regular make, cost usually double that.

Children's Past-Black Hose, all sizes, strong, substantial knit, splendid weavers, 6c a pair; sizes, 4 to 10.

Children's Past-Black Hose, Hermsdorf dye, 12 1/2 size, instead of 25c.

Children's Tan or Black Fine Hose, full regular make, any size, 10c for 35c kind.

FROM 9:30 TO 9 O'CLOCK—Children's Past-Black High-Class Hose, sizes 6 to 10; well knit and splendid weavers, 25c a pair.

FROM 10 TO 11 O'CLOCK—Ladies' Past-Black High-Grade Seamless Hose, imported especially for us; a splendid wearing article, 4 1/2c a pair.

WE ARE GOING TO SELL HANDKERCHIEFS TO-DAY AS THEY WERE NEVER SOLD BEFORE.

From 5c kind to 50c kind, every one will be half price.

For Ladies' Sealed Embroidered Fine Lawn Handkerchiefs, that are a bargain at 10c, and so on down the list.

WASH FABRICS.

We've some losses to swallow. The causes are that 25,000 yards that should have been here ten days ago have just arrived. The tumble makes the prices half. You're the gainer.

50c Fine Imported Scotch Dimity Organdies, in all new fancy designs, are going to be sold to-day for 25c.

50c Black Dimity Organdies, that you've paid 12 1/2c for, are going for 50c a yard.

4-4 Fine French Percales, newest of printings, 12 1/2c for 40c to-day.

50c Ground Navy-Blue Organdies, with pretty white figured effects, 12 1/2c a yard.

15c Lawn Ground Organdies, with colored stripe and fancy dot effect, 20 inches wide, to-day, 50c a yard.

20c French Dimities, Light and Dark styles, newest and prettiest of printings, 12 1/2c to 25c, 30c a yard.

20c New, pretty printings, 30c a yard.

200 yards of Fine Black French Batiste, 12 1/2c, 30c and 35c, to be closed out at 45c a yard.

1 case of Pretty French Flannellettes, 12 1/2c kind, for 50c a yard.

4 Androsogin Bleached Cotton at 50c a yard.

FROM 9:30 TO 9 O'CLOCK—Fine Shirting Prints, new, natty effects, 12 1/2c, instead of 50c.

FROM 9 TO 10 O'CLOCK—Fancy Woven Crimped Organdies, in new, pretty designs, 12 1/2c kind, for 25c a yard.

FROM 10 TO 11 O'CLOCK—Fine Apron Ginghams, in any size checks, all colors, 12 1/2c, instead of 61-14c.

FROM 11 TO 12 O'CLOCK—10-1 High-Grade Soft, Close Woven Bleached Sheetings, as good as anybody needs to use, 25c a yard, for 90c a yard.

EVERY READY-MADE SHEET AND PILLOW-CASE

in the house is put at a special clearing-sale price.

50c Sheets, full size, for 30c.

50c grade of Sheets for 30c.

50c grade of Sheets for 30c.

45 odd pairs of Pillow-cases, choice of any to close, 50c.

We have sold

About 1,500 yards of Fine Sheer India Linon, imported for our syndicate to sell for 12 1/2c, to-day it's yours for 75c.

50c Imported Persian Mull, the best 30c grade, is 12 1/2c.

50c grade of Persian Mulls are 25c to-day.

Wide Double-Fold Fine White French Organdie, usual 30c grade, for 25c.

White Figured Brillantes, 12 1/2c kind, for 25c to-day.

Imported Paild and Striped Nainsooks, 10 and 12 1/2c grades, for 50c.

Sheer Fine White India Linon, 10 and 12 1/2c grades, for 50c.

Fine White Dotted Swiss, 20c kind, for 25c to-day.

White Dress Duck, a beauty, too; linen finish, 12 1/2c a yard.

White Imported Duck, soft finish, real canvas kind, for 50c a yard.

FROM 9:30 TO 9 O'CLOCK—Not enough to last longer—Fine White India Linon, as good as 61-14c, can buy, for 50c a yard.

FROM 9 TO 10 O'CLOCK—Not enough to last longer—Organdies, wide bold fold, cost 25c to import, for 45c a yard. One dress only to a customer.

Housekeepers that do not attend this will never again get the same opportunity.

A cloudburst in linen values for \$1 dozen.

100 dozen Huck Towels and 11 dozen Monogram Towels, very large size, pure linen, cost at least 25c each to import; Cohen, anxious to sell, says 12 1/2c.

8000 linen Huck Towels, you may have for 50c.

20000 Handmade Satin-Face Damask Towels, in fancy open-work bordered designs, various colors, 50c grade; Cohen's clearing-sale price, 25c.

FROM 10:30 TO 11 O'CLOCK—Last to close the lot out—Heavy Water-Absorbing Honey-Comb Bath Towels, size 20x30, the best 30c Towel in the market; Cohen's clearing-sale price, 15c.

WE ARE AFTER THE TABLE DAMASKS,

too; can't carry all these over. Buy 'em at a price.

2-yards-wide Full Bleached Satin Damask, 40c grade, 50c; our price is 25c.

Heavy German Table Damask for 25c, was 40c.

110c Fine Open-Work Table Damask that were imported from the best makers of Europe, are only 70c a yard in this sale.

Pure Turkey-Red Table Damask, wide double fold, for 12 1/2c a yard.

FROM 9:30 TO 9 O'CLOCK—What's left of Wide Bird-Eye Diaper will be sold at 10c a yard.

There are thousands of

QUILTS,

that were shipped for the reunion that parties didn't take. Whenever the price was low enough we took 'em off the shelves' hands. We bought too many.

We're ready to lose now.

Full size fancy Woven Crochet Quilts for 25c, usually 50c.

New grade of Quilts, for 30c.

Heavy Crochet Quilts, Marseilles designs, 15c for 30c.

Real French Quilts that cost 25c to land, for 12 1/2c.

Thousands of Garments of

LADIES' MUSLIN UNDERWEAR.

are left over for the slaughter sale. Recent large purchases have left them for Monday's disposal. You are welcome to every garment, no matter how low the price.

Ladies' Fine French Cambric Gowns, empire style, handsomely trimmed with embroidery, 12 1/2c for 25c kind.

Ladies' Fine French Cambric Gowns, yokes of fine embroidery, inserting, and tucks, 12 1/2c for 25c kind.

Ladies' Fine Cambric Gowns, empire style, handsomely trimmed, 12 1/2c for 25c value.

Ladies' Fine Muslin Gowns, y-neck and yoke, embroidery inserting, trimmed around neck and sleeves with embroidery, 12 1/2c for 25c value.

Ladies' Muslin Skirts, with 5-inch ruffle of embroidery, for 50c.

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Ladies' Muslin Drawers, lace or embroidery trimmed, for 50c a pair.

Ladies' Muslin Drawers, with tucks and hem, or with embroidery ruffle, for 50c a pair.

Ladies' Muslin Drawers, with hem and tucks, well made, and good muslin, for 50c a pair.

Ladies' Lawn Chemise, extra length, with Bertha of Valenciennes lace, for 50c.

Ladies' Muslin Chemise, yoke of embroidery, inserting and cluster tucks, cambric ruffle around neck and sleeves, and fine embroidery around neck and sleeves, for 50c.

Ladies' Square-Neck Cambric Corset-Covers, well made, perfect fitting, for 50c each.

Ladies' Fine Cambric Corset-Covers, handsomely trimmed with embroidery or lace, for 50c.

Ladies' Fine Muslin Gowns, tucked yokes, cambric ruffle around neck and sleeves, well made, perfect fitting, best 50c gown ever made, clearing-sale price, 25c.

FROM 11 TO 12 O'CLOCK—Ladies' Fine Muslin Drawers, 3 tucks and hem, yoke bands, extra well made, and perfect fitting, 30c kind, for 12 1/2c.

Ladies' Fine Bleached Jersey Ribbed Vests, 15c grade, for 4c.

Ladies' Ribbed Vests, high neck, long or short sleeves, 15c, for 5c kind.

Come to

THE LACE AND EMBROIDERY SALE.

The prettiest, as yet, and the prices of hundreds and thousands of pieces for the cost of the labor in their manufacture.

2- and 3-inch-wide Fine French Embroideries, 5c and 6c, from 19 and 12c.

Net-Top Embroidered 6-inch-wide Irish Point Edge, 25c kind, 50c a yard.

12 1/2c Embroidery, 8 and 9 inches wide, cheap at 25c.

Handsome Dotted Swiss Embroidery, 4 inch wide, 25c kind, for 10c.

FROM 9 TO 10 O'CLOCK—2-inch French Embroidery, in pretty scalloped designs, for 10c a yard.

LACES—THOUSANDS OF YARDS AT HALF PRICE AND LESS.

Butter Lace, 12 inches wide, 25c a yard, from 80c.

Handsome White Net-Top Laces, 3, 4, and 5 inches wide, for 10c a yard.

Handmade White Laces, 3 and 4 inches wide, for 50c a yard.

We've about 800 Umbrellas to sell. They are the balance of several large lots that were purchased recently.

We give you the UMBRELLA FREE.

We charge you only for the making and the cost to bring 'em here.

25-inch Fine English Gloria Umbrellas, with natural or Dresden handles, 25 and 30c kind, for 10c.

Men's 25-inch Extra Strong English Gloria Umbrellas, with natural handles, cost 25c to make, for 10c.

Ladies' or Men's Fine Silk Serge Umbrellas, Congo handles of loops or crooks, best 40c kind, for 10c.

25-inch Men's and Ladies' Fine Silk Carola Umbrellas, made on paragon frames, silver trimmings, Congo handles, 25c kind, for 10c.

Handmade 25-inch Umbrellas, various kinds, all fast dye, English style, Congo handles, 25c kind, for 10c.

FROM 11 TO 12 O'CLOCK—1 odd lot of Umbrellas, various kinds, all fast dye, English style, Congo handles, 25c kind, for 10c.

25-inch Men's and Ladies' Fine Silk Carola Umbrellas, made on paragon frames, silver trimmings, Congo handles, 25c kind, for 10c.

Handmade 25-inch Umbrellas, various kinds, all fast dye, English style, Congo handles, 25c kind, for 10c.

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HALF-YEAR CARPET CLEARANCE.

Twice a year the Carpet Store cleans house. These clearances have come to be looked-for events by Carpet needers for hundreds of miles around.

All short lots and lots and numbers not to be reordered go at half-price.

There are Carpets for every carpet use included here. The price just half and often less:

21 pieces of Body Brussels Carpets, hall, stair, and room patterns, borders to match, real value \$1.19 to \$1.35, choice of any 62 1/2c a yard.

15 pieces Axminsters and Moquette Carpets, room patterns, borders to match, real value \$1.19 to \$1.40, choice of any 62 1/2c a yard.

11 pieces Wilton Velvets, hall, stair, and room patterns, actual value \$1.35, 75c a yard.

15 pieces Tapestry Carpets, hall, stair, and room patterns, with borders to match, real value \$1.19 to \$1.35, choice of any 62 1/2c a yard.

7 pieces Roxbury, room patterns, borders to match, real value \$1.19, 42c a yard.

10 pieces Tapestry Carpets, room, hall, and stair patterns, real value 65c, 42c a yard.

Heavy Union Ingrain Carpets, 37-1/2c value, 22-1/2c a yard.

Extra Super Ingrains, 50c grade, 22-1/2c a yard.

All-Wool 3-Ply Carpets, 75c value, 45c a yard.

LARGER STOCK OF SILKS

at the end of the season than ever before.

Lower prices than ever reached in their normal state. Now the closing prices.

High grades are lower—fancy Silks or plain—all marked at less than at any time since storekeeping began in Richmond.

Handsome All-Silk Taffeta Silk, this season's newest, sold for 50, 60, 70c, and \$1, closing-sale price 25c.

20-inch All-Silk Taffeta Silk, new summer printing, sold for 50 and 60c a yard, closing-sale price 15-20c a yard.

22-inch Handsome Black Hand-Made India Taffeta Silks, 60c quality, closing-sale price 25c a yard.

Handsome Black Fancy Crepe de Chine, closing-sale price 30c a yard.

27 pieces of Handsome Silk Taffeta, the usual \$1.15, and \$1.50 quality, cheap to buy them, and put 'em away, closing-sale price 25c.

Handsome All-Silk Striped Taffeta Silks, make elegant waists, dresses, or can be used for lining, 12 1/2c grade, to-morrow for 10c.

Do you want 25-inch Handsome Black Satin Duchess, all pure silk? It is the usual \$1.50 grade; yours to-morrow for 10c a yard.

21-inch All-Pure Silk China Silks, all colors, the usual 50c goods, closing-sale price 25c a yard.

21-inch All-Pure Silk Black Serge Silks, for waists or dresses, 50c quality, closing-sale price 25c a yard.

22-inch Pearl-White China Silk, 60c grade, closing-sale price 15c a yard.

FROM 10:30 TO 11 O'CLOCK—Handsome White Habutai Silks, 50c grade, closing-sale price 15c a yard.

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